

FIG. 1

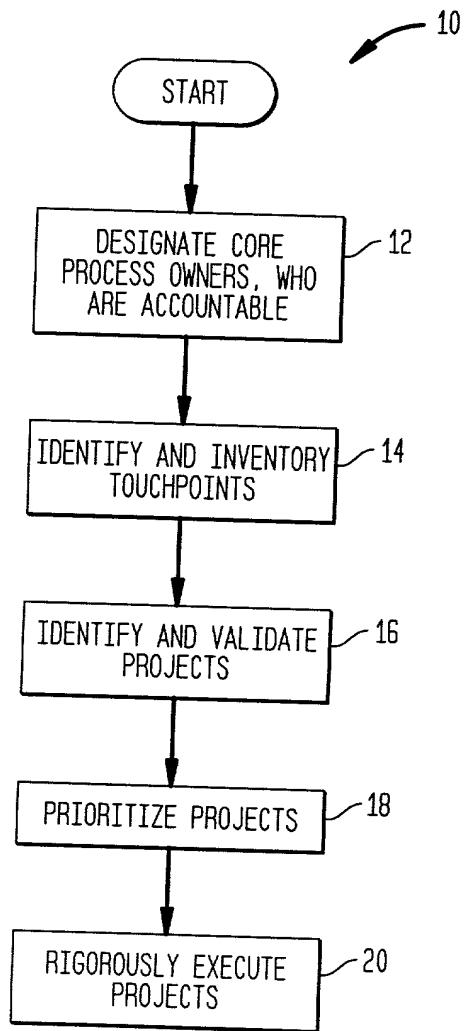


FIG. 2

30  
→

CORE PROCESS	CORE PROCESS OWNER
CAPITAL MARKETS	ZOLLO, JIM
COMPLIANCE	JOHNSON, DEBBIE
CORPORATE SERVICES	JACOBS, JERRY
E-BUSINESS	NASTASI, RICH
EXECUTIVE	MANN, TOM
FINANCE	WEILAND, TED
GROWTH	STOCKTON, DMITRI
HR	RABITZ, JOANNE
INVESTMENTS	WEILAND, TED
LEGAL	MILLER, GARY
MARKETING	FAIN, LEWIS
MISMO	JACOBS, JERRY
OPERATIONS & U/W	RAMSEY, WARREN
QUALITY	DOBBINS, RICK
RISK	MARSICO, SAM
SALES	REEVES, HANK
SOURCING	GANGEMI, FRANK
SYSTEMS	LELY, DEB
UK MI	NOTT, EDDIE

FIG. 3

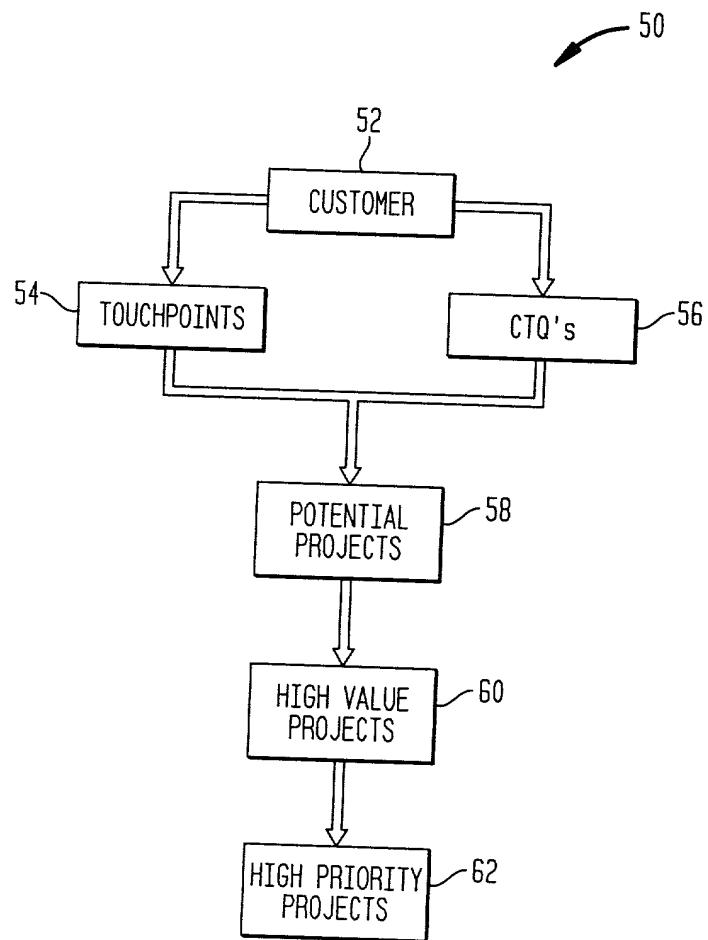
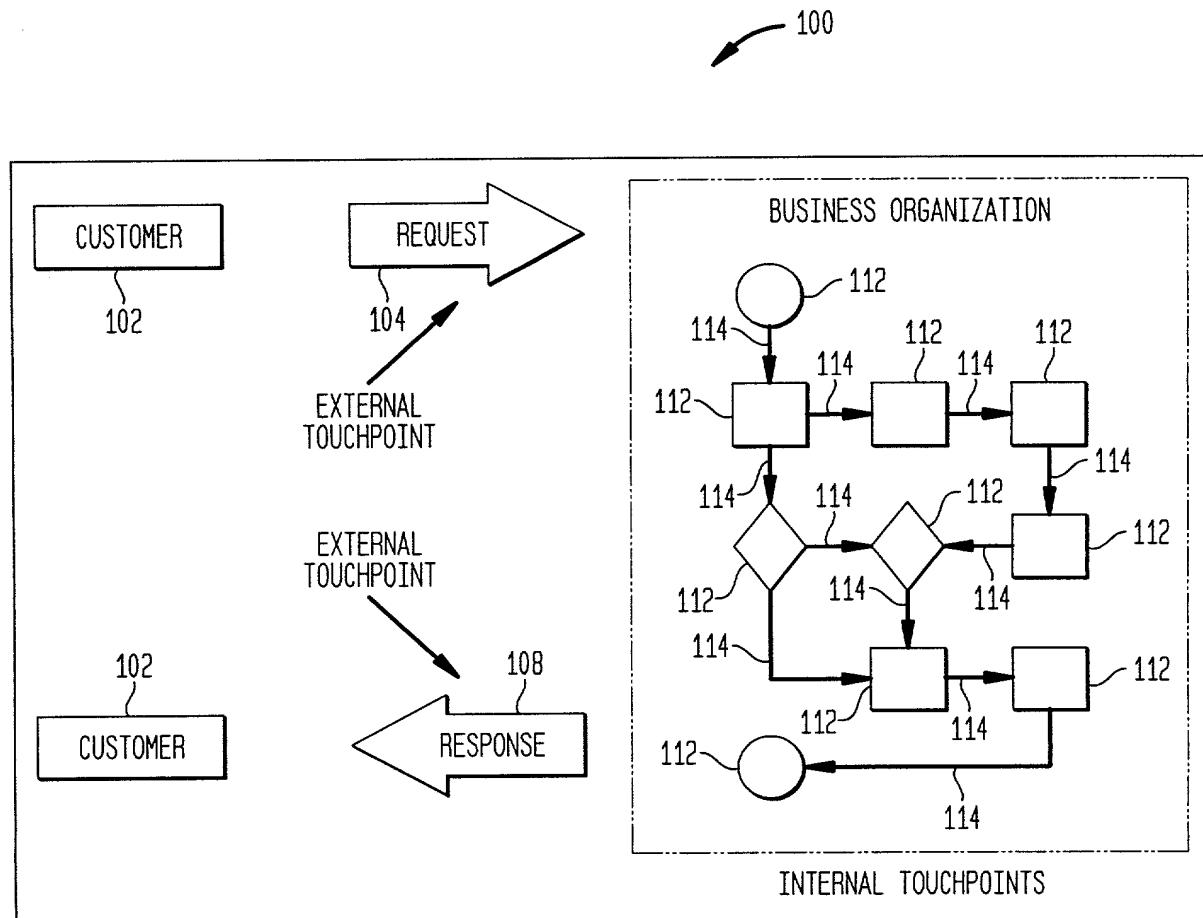


FIG. 4



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## FIG. 5

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160

#	PROCESS DESCRIPTION	LEVEL	TOUCHPOINT DESCRIPTION	CURRENT METHOD									
				160A	160B	160C	160D	160E	160F	PHONE	FAX	EMAIL	
1	MKTG. INTELLIGENCE		MARKET RESEARCH - FOCUS GROUP (LENDER CUSTOMER)	X									IN PERSON
2	-		MARKET RESEARCH - ONE-ON-ONE INTERVIEWS (LENDER CUSTOMER)	X									IN PERSON
3	-		MARKET RESEARCH - SURVEYS (LENDER CUSTOMER)	X				X					
4	PRODUCT MKTG.		CUSTOMER VALIDATION (AGENCY, LENDER, BROKER)	X	X	X							
5	MARCOM NPI	SUB PROCESS 1	MARKETING COLLATERAL - ALL CUSTOMER SEGMENTS AND CONSUMER										VIA SALES
6	-		ORDERING APPS - ALL CUSTOMER SEGMENTS					X					
7	-		ORDERING RATES - ALL CUSTOMER SEGMENTS						X				
8	-		INFO ON HOLD - ALL CUSTOMER SEGMENTS AND CONSUMER	X									
9	-		JUST THE FAX - ALL CUSTOMER SEGMENTS			X							
10	-		PROMOTIONS - ALL CUSTOMER SEGMENTS										
11	-	NEW	CUSTOMER VALIDATION COLLATERAL				X						IN PERSON
12	LPMI CLOSER		LPOMI CALCULATOR					X					

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**FIG. 6A**

202

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200

DISTRIBUTION SEGMENTS	BUSINESS MODEL
<u>204</u>  OBTAIN LOANS CONSUMER DIRECT	Consumer Direct (Retail) Local Presence Multi-Products Flow Interact with Multiple Vendors High Level Borrower Contact Emerging dot.coms
<u>206</u>  OBTAIN LOANS THROUGH THIRD PARTY ORIGINATIONS	Third Party Originations (Wholesale) High Level of Centralization Outsourcing (u/w mostly) Flow Only Manage/Influence Vendor Approvals, Relationships Limited Borrower Contact High Influence on U/W Decision
<u>208</u>  PROCURE CLOSED LOANS/QC	Procure Closed Loan/QC (Correspondent) High Level of Centralization Outsourcing Obtain majority of loans from retail organizations Bulk and Flow Don't Work with a lot of Vendors No Borrower Contact High Influence on U/W Decision Generally Higher Quality loans than Wholesale
<u>210</u>  REFI PORTFOLIO/ PURCHASE SERVICING RIGHTS	Purchase servicing rights Refi their own portfolio High Level of Centralization Rarely Outsourced Flow Interact with Multiple Vendors High Level Borrower Contact Varied Influence on U/W Decision

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**FIG. 6B** 214

BUSINESS GOALS	
Most Critical Goals *Speed to Approve *Origination Cost/Closed Loan *Borrower Interaction: (Lead Generation and Customer Service) *Cross-Selling	Access to Technology/Automation (i.e. decision analytics) Price (Pts., Fees, Rates) Accuracy (Conformity to Guidelines) Training New Products Vendor Mgmt Enhance Execution Ability Salability of Loans
Most Critical Goals *Speed to Approve *Origination Cost/Closed Loan *Price (Pts., Fees, Rates) *Broker Interaction: (Lead Generation and Customer Service to Brokers)	Capacity/Cost of Funds (Warehouse Lines) Consistency in Delivery TPO Quality Access to Technology/Automation (i.e. decision analytics) Accuracy (Conformity to Guidelines) Training New Products Vendor Management Cross-Selling Enhance Execution Ability Salability of Loans
Most Critical Goals *Speed to Fund *Cost/Loan *Price (Pts., Fees, Rates) *Front-end Partnerships for opportunities/TPO Quality	Bulk Pricing Consistency Capacity/Cost of Funds (Warehouse Lines) Consistency in Delivery Access to Technology/Automation (i.e. Decision analytics) Accuracy (Conformity to Guidelines) Training New Products Cross-Selling Enhance Execution Ability Salability of Loans Lead Generation
Most Critical Goals *Speed to Close Refi *Cross-Selling *Data Mining/Decision Analytics (i.e. to solicit refi)	Accuracy (Conformity to Guidelines) Servicing Leads Access to Technology (i.e. Decision Analytics) Training New Products Vendor Management Enhance Execution Ability Salability of Loans

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FIG. 7

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PROJECT #	OWNER	PROJECT
1	BRIMHALL	BORROWER RETENTION MODEL
2	CARDAMONE	COMMERCIALIZE OMNI
3	RAMSEY	AUTOMATE AU CENTER VIA DEXMA
4	JACOBS	EXPAND, IMPROVE, SIMPLIFY LMO
5	JOHNSON	COMPLIANCE TRAINING (VA)
6	STOCKTON	AUTOMATE ABILITY FOR LENDERS TO PULL MI RATES INTO THEIR LOS
7	BOVAMIK	CUSTOMER E-CARDS (VA)
8	ZOLLO	BEST EXECUTION WIZARD
9	MARSICO	LPMI ON THE WEB
10	CARDAMONE	KEY RISK MEASURES TO CUSTOMERS
11	RAMSEY	COMPLIANCE CHECKER ON WEB
12	JACOBS	INTERACTIVE FORECLOSURE BIDDING
13	ZOLLO	CAPITAL EFFICIENCY WIZARD
14	REEVES	ONLINE TRAINING
15	BRIMHALL	CROSS-SELL OFFERS
16	CARDAMONE	MASTER POLICY APPLICATION ONLINE
17	RAMSEY	DU PUSHBUTTON
18	JACOBS	ELECTRONIC MDSRS
19	REEVES	MI RATE WIZARD
20	KALMANOFF	PRODUCT INFO (B2B AND B2C)
22	JACOBS	ELECTRONIC BILLING ONLINE
23	REEVES	NON-EXCEL AND NON-EASY SUBMIT LOANS
24	RAMSEY	MI AND CONTRACT UW ON 3RD PARTY SITES
27	KALMANOFF	LENDING PARTNER LOCATOR
28	RAMSEY	EXPAND LOS DIRECT CONNECTS - CONTRACT UW
32	RAMSEY	PROVIDE ACCESS TO ONLINE VERIFICATION TOOLS
35	RAMSEY	OFFSHORE FULFILLMENT (INDIA FOR CUSTOMERS)

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**FIG. 8**

312

322

332

DISTRIBUTION SEGMENT	TOP LEVEL INDICATORS	WEIGHT	POTENTIAL FUTURE E-BUSINESS OFFERINGS												
			PROJECT (RELATIONSHIP STRENGTH: H=9, M=3, L=1)												
"OBTAIN LOANS CONSUMER DIRECT"	SPEED TO APPROVE ORIG COST/CLOSED LOAN BORROWER INTERACTION CROSS-SELLING TOTAL CONSUMER DIRECT	<u>314</u>	5	9	9	336	9	9	9	9	9	9	3	1	9
			5	3	3	338	3	3	3	3	3	3	1	1	1
			2	1	1										3
		<u>324</u>	0	77	107	0	0	0	0	15	0	75	0	15	0
										0	0	75	0	5	50
												0	0	0	65
"OBTAIN LOANS THROUGH THIRD PARTY ORGANIZATIONS"	SPEED TO APPROVE ORIG COST/CLOSED LOAN PRICE (PTS., FEES, RATES) BROKER INTERACTION/TPO QUAL TOTAL THIRD PARTY	<u>316</u>	4	9	9	9	9	9	9	9	9	9	3	3	1
			3	3	3	3	3	3	3	3	3	3	1	1	1
			4	3	3	3	3	3	3	3	3	3	1	1	1
		<u>326</u>	0	90	114	0	0	0	0	0	0	81	0	0	0
												0	19	0	0
												0	0	0	0
"PROCURE CLOSED LOANS/QC"	SPEED TO APPROVE COST/LOAN PRICE PARTNERSHIPS/TPO QUALITY TOTAL CLOSED LOANS	<u>318</u>	4	3	3	3	3	3	3	3	3	3	3	3	1
			3	3	3	3	3	3	3	3	3	3	1	1	1
			5	5	5	5	5	5	5	5	5	5	1	1	1
		<u>328</u>	0	111	45	0	0	0	0	0	0	0	0	0	0
													0	0	0
"REFI PORTFOLIO/ PURCHASE SERVICING RIGHTS"	COST EFFECTIVENESS SPEED TO CLOSE REFI CROSS-SELLING DATA MINING/DECISION ANALY TOTAL REF/RETENTION TOTAL ALL SEGMENTS	<u>320</u>	5	9	9	9	9	9	9	9	9	9	3	3	9
			4	3	3	3	3	3	3	3	3	3	1	1	1
			3	1	1	1	1	1	1	1	1	1	1	1	1
			5	5	5	5	5	5	5	5	5	5	1	1	1
		<u>330</u>	90	290	266	90	0	0	0	15	0	156	15	0	0
												0	15	0	39
												0	0	0	45
												0	0	0	50
												0	0	0	50
												0	0	0	52
												0	0	0	45
												0	0	0	40

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FIG. 9

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HIGH PRIORITY MATRIX		
362 354 / VALUE	360 / MEDIUM	3, 11, 24
		2, (21), (29) 35
		(5), (13), 18 20, 23, 32
	(7), (10)	9, 12, (14) 15, 27, (34)
		(6), (8), 17, 19 28, (33)
LOW (< 1 MONTH)      MEDIUM (2-6 MONTHS)      HIGH <td data-kind="ghost"></td> <td data-kind="ghost"></td>		
	364	366
		368
EFFORT		
		356

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## FIG. 10

400

PROJECT #	OWNER	PROJECT	SCORE
2	CARDAMONE	COMMERCIALIZE OMNI	290
3	RAMSEY	AUTOMATE AU CENTER VIA DEXMA	266
24	RAMSEY	MI AND CONTRACT UW ON 3RD PARTY SITES	186
11	RAMSEY	COMPLIANCE CHECKER ON WEB	156
1	BRIMHALL	BORROWER RETENTION MODEL	90
4	JACOBS	EXPAND, IMPROVE, SIMPLIFY LMO	90
23	REEVES	NON-EXCEL AND NON-EASY SUBMIT LOANS	72
20	KALMANOFF	PRODUCT INFO (B2B AND B2C)	50
32	RAMSEY	PROVIDE ACCESS TO ONLINE VERIFICATION TOOLS	50
18	JACOBS	ELECTRONIC MDSRS	45
22	JACOBS	ELECTRONIC BILLING ONLINE	45
17	RAMSEY	DU PUSHBUTTON	39
28	RAMSEY	EXPAND LOS DIRECT CONNECTS - CONTRACT UW	35
27	KALMANOFF	LENDING PARTNER LOCATOR	30
35	RAMSEY	OFFSHORE FULFILLMENT (INDIA FOR CUSTOMERS)	17
9	MARSICO	LPMI ON THE WEB	15
12	JACOBS	INTERACTIVE FORECLOSURE BIDDING	15
15	BRIMHALL	CROSS-SELL OFFERS	15
19	REEVES	MI RATE WIZARD	5
5	JOHNSON	COMPLIANCE TRAINING (VA)	0
6	STOCKTON	AUTOMATE ABILITY FOR LENDERS TO PULL MI RATES INTO THEIR LOS	0
7	BOVAMIK	CUSTOMER E-CARDS (VA)	0
8	ZOLLO	BEST EXECUTION WIZARD	0
10	CARDAMONE	KEY RISK MEASURES TO CUSTOMERS	0
13	ZOLLO	CAPITAL EFFICIENCY WIZARD	0
14	REEVES	ONLINE TRAINING	0
16	CARDAMONE	MASTER POLICY APPLICATION ONLINE	0

FIG. 11

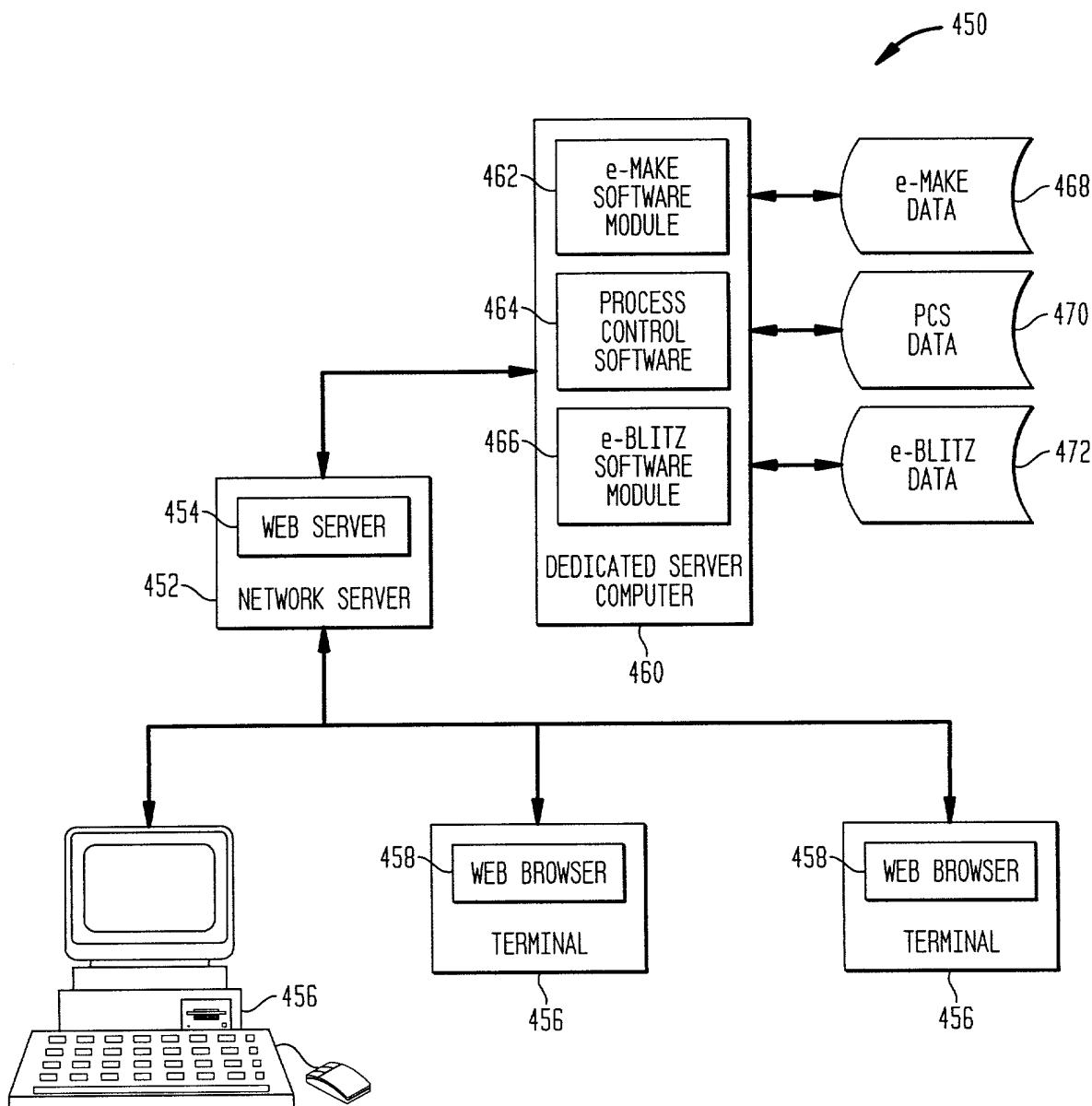


FIG. 12

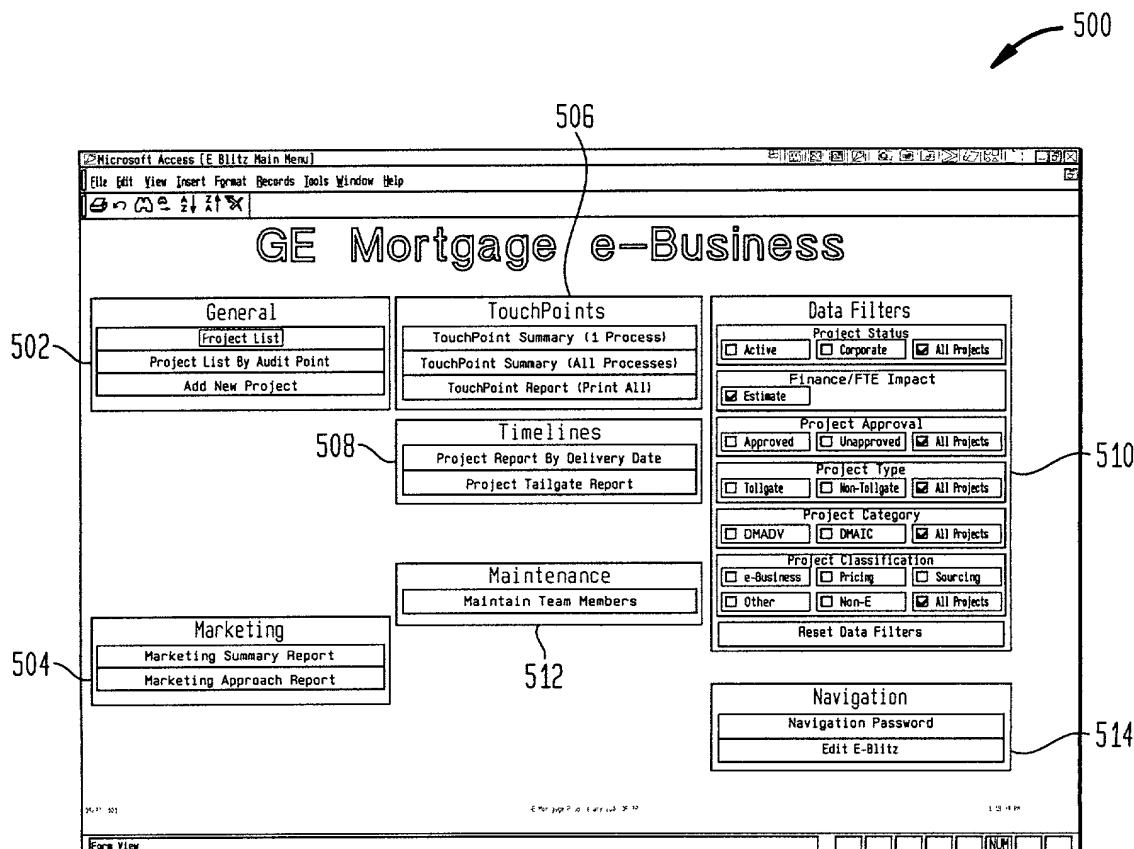
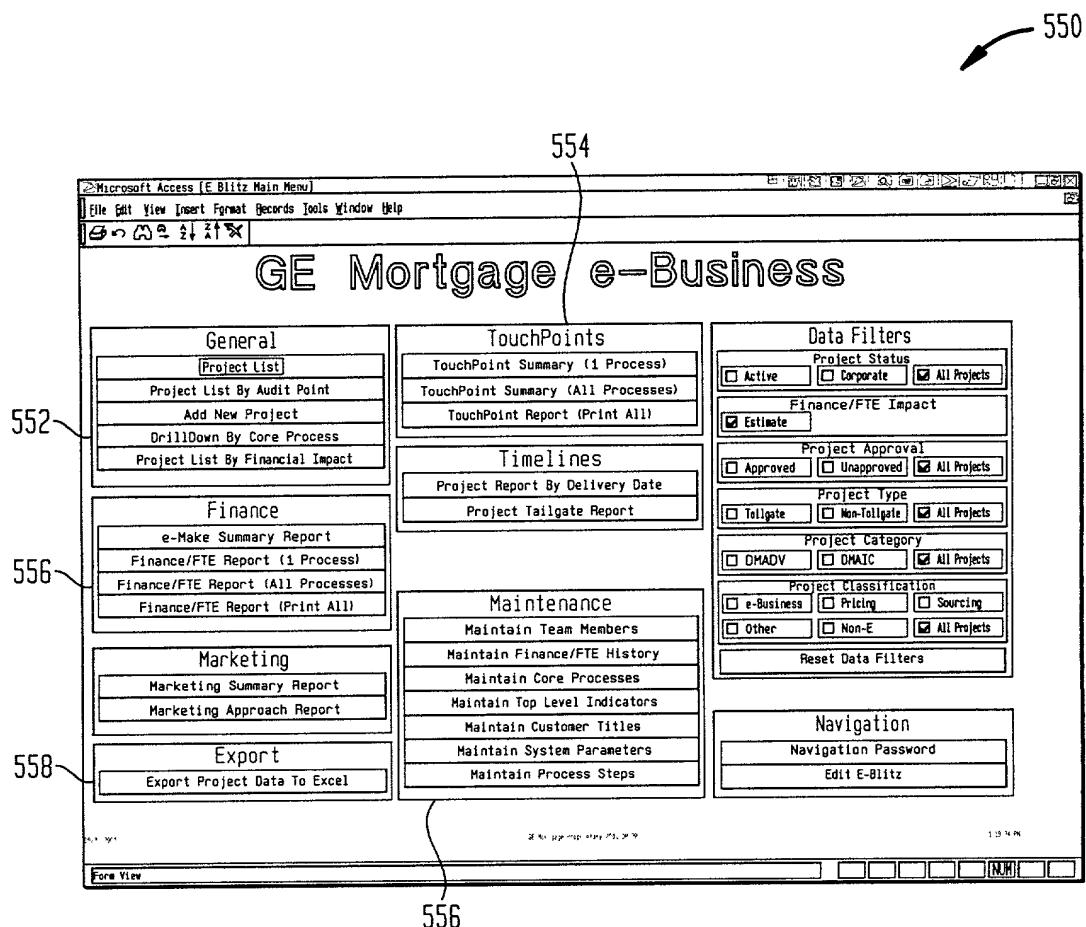


FIG. 13



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FIG. 14

600

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606

604

Selection Criteria	Status All	Impact, Estimate	Finance, All	Type All	Category All	Class All	Sort. Core Process
Core Process	Project Title		Project Leader	Systems Leader	Focus	Delivery	Status Fin Apr Phase
> [Detail]	Compliance	Compliance Policies And Guidelines On The Web	Folk, Jane	Unknown	Internal	Jun 01, 2000	● Y Complete
Detail	Compliance	Compliance Training On Web 3 (CF - Sales)	Womble, Debbie	Hilligan, Cheryl	Internal	Dec 12, 2000	● Y Complete
Detail	Compliance	Digitization Of CFP - High Severity Complaints	Folk, Jane	Siems, Kristin	Internal	Jul 11, 2001	● Y Complete
Detail	Compliance	Digitization Of CFP - Low Severity Complaints	Folk, Jane	Siems, Kristin	Internal	Jul 11, 2001	● Y Complete
Detail	Compliance	Digitization Of Compliance Bulletin	Folk, Jane	Unknown	Internal	Jun 01, 2000	● Y Complete
Detail	Compliance	Early Warning System	Kia, Eun	Siems, Kristin	Internal	Jul 30, 2001	● Y Complete
Detail	Compliance	Elimination Of Duplicate Commitments	Kia, Eun	Morris, Gail	Both		Not Started
Detail	Compliance	Issue Tracking System	Kia, Eun	Siems, Kristin	Internal	Jul 30, 2001	● N Complete
Detail	Compliance	Privacy Training Via CBT	Womble, Debbie	Hilligan, Cheryl	Internal	May 07, 2001	● N Complete
Detail	Compliance	RESPA Training On The Web	Womble, Debbie	Unknown	Internal	Oct 01, 2001	● N Verify
Detail	Compliance	Spirit & Letter Training On The Web	Womble, Debbie	Unknown	Internal	Jul 13, 2001	● Y Complete
Detail	Compliance	Waived Premiums	Kia, Eun	Unknown	Both		Not Started
Detail	E-Business	Add Rates Link To B2B Database	Thomas, Ann	Chen, Paul	Unknown		?
Detail	E-Business	AU Central CBT Module	Ovartisale, Darren	Salomon, Jeremy	Internal	Nov 15, 2001	● N Analyze
Detail	E-Business	AU Central Enhancements Project	Salomon, Jeremy	Noble, Bob	Both		?
Detail	E-Business	AUC Originator Promotion - HEP	Michale, Mitchell	Noble, Bob	External	Oct 15, 2001	● N Define
Detail	E-Business	B2C Phase 2	Mitchell, Michele	Noble, Bob	External	Jan 15, 2001	● N Complete
Detail	E-Business	B2C Phase 2	Kalmeroff, Carol	Noble, Bob	External	Jun 30, 2001	● Y Design
Detail	E-Business	Customer Profiling	Kalmeroff, Carol	Noble, Bob	Both		?
Detail	E-Business	Digital Cockpit Automation - Phase 1	Mizelle, Karla	Gallagher, Judy	Internal	Jan 30, 2001	● N Define
Detail	E-Business	E Blitz Database - Financials	Mizelle, Karla	Strebridge, Gary	Internal	Sep 15, 2000	● Y Complete
Detail	E-Business	Employee Connection	Papillo, Rick	Gallagher, Judy	Internal		?
Detail	E-Business	ePASS / BE Integration	Bradley, Kim	Noble, Bob	Both	Sep 30, 2001	● N Design
Detail	E-Business	e-SIM Activity Tracking	Jackson, William	Unknown	Both		?
Detail	E-Business	BE MO On RealTrans	Witchell, Michelle	Rue, Greg	External	Jul 01, 2001	○ N Complete
Detail	E-Business	Links From BE To RealTrans	Witchell, Michelle	Noble, Bob	External	Jun 30, 2000	○ N Complete
Detail	E-Business	Monitoring Program	Unknown	Unknown	Unknown		?

First    Next    Prior    Last    Charter    Print    Add    Back    Exit

5/2/2001    10:47:49 AM    1000-08-09

Record 14 of 14    1 | > | < | << | of 373

Form View

FIG. 15

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**Project E-Audit Summary**

Core Process	Project Title	Status	Phone	Missing Dates	Project Critical	No Behind	Telgate	Implement	No Or Loss	No Exp	No Finance	No Touchpoint	No Marketing Approval	No Plan
Detail	Compliance RESPA Training on the Web	Verify												
Detail	Compliance Compliance Policies And Guidelines On The Web	Complete												
Detail	Compliance Digitization Of Compliance Bulletins	Complete												
Detail	Compliance Compliance Training On Web 3 (CF - Sales)	Complete												
Detail	Compliance Privacy Training Via CBT	Complete												
Detail	Compliance Digitization Of CCP - High Severity Complaints	Complete												
Detail	Compliance Digitization Of CCP - Low Severity Complaints	Complete												
Detail	Compliance Spirit & Letter Training On The Web	Complete												
Detail	Compliance Early Warning System	Complete												
Detail	Compliance Issue Tracking System	Complete												
Detail	Compliance AU Central Enhancements Project	Define												
Detail	E-Business Digital Cockpit Automation - Phase 1	Define												
Detail	E-Business Online Verification Tools (TALK, Cyberflood)	Design												
Detail	E-Business B2B Phase 2	Design												
Detail	E-Business ePASS / GE Integration	Design												
Detail	E-Business Links From GE To ResiTrans	Complete												
Detail	E-Business Private Label Websites For Customers	Complete												
Detail	E-Business B2B Phase 2	Complete												
Detail	E-Business GE KI On ResiTrans	Complete												
Detail	E-Business Wholesale HWP Via AU Central	Complete												
Detail	E-Business Financial Loss Info Database	Analyze												
Detail	E-Business Implementing Hyperion For Canada	Verify												
Detail	E-Business Captive Resource Wizard	Complete												
Detail	E-Business T & L Online	Complete												
Detail	E-Business Contract UW/Billing Phase 2 (GE - Operations)	Complete												
<b>Total E-Project Audit Items</b>														
First	Next	Prior	Last	Charter	Print	Add	Back	Exit						

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FIG. 16

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Microsoft Access [E Blitz Main Menu]

File Edit View Insert Format Records Tools Window Help

Project Title

Project Added 03/27/2001 @ 1:22:50 PM

Project Description

Project Added 03/27/2001 @ 1:22:50 PM

Description Of Opportunity / Benefits

Core Process

Priority

Category

Type

Focus

Project Status

On Track

Delivery Date

Unknown

e-Business

Sourcing

Pricing

Other

Customer Impact

CTO

Indicator

Starting Performance

Target Performance

Ending Performance

Primary Customer Benefit

Speed/Productivity

Consumer Pull

Products/Capital

Information

Retail

Wholesale

Correspondent

Servicing

Business Segment

Business Impact

Top Level Indicator #1

Top Level Indicator #2

Top Level Indicator #3

Customer TLI

Charter

Print

Add

Delete

Back

Exit

Basic Terms Process TouchPoints Finance Review Marketing Customer Main New Password

Form View

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FIG. 17

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Microsoft Access [Core Process Summary DrillDown]

File Edit View Insert Format Records Tools Window Help

Close

### E-Blitz Core Process DrillDown

Selection Criteria

	Total	Impact	Estimate		Finance	All	Type	All	Category	All	Class	All													
	Projects	Start	New	Web	Elm	End	Begun	D	M	A	D	V	Done	FTE	Implement	Rev	Exp	Loss	2000	2001	2002	Cap			
<b>Core Process</b>																									
<b>Detail</b>	<b>Compliance</b>	12	12	40	18	54	2	0	0	0	1	9	73							\$100	\$50	\$41	0.2		
<b>Detail</b>	<b>e-Business</b>	18		2	3	-3	2	4	1	2	3	0	6	10	\$5,103										
<b>Detail</b>	<b>Finance</b>	18	567	38	23	544	4	0	0	1	0	2	11	22	0	\$718				\$1,484	\$35	\$792	\$656	0.8	
<b>Detail</b>	<b>Growth</b>	4					4	0	0	0	0	0													
<b>Detail</b>	<b>HR</b>	22	4429	153	283	1276	3306	6	3	4	1	2	0	6	1.5	\$440,926				\$243		\$110	\$133	0.5	
<b>Detail</b>	<b>Investments</b>	4		5	18	27	-22		0	0	0	1	0	3	3.0	\$454				\$358		\$18	\$265	\$75	0.3
<b>Detail</b>	<b>Legal</b>	17	98	10	37	5	103	4	2	1	2	1	0	7	2.0					\$522		\$665	\$156		
<b>Detail</b>	<b>Marketing</b>	44	252	18	98	64	206	5	2	1	4	4	4	24	8.0	\$438	\$12			\$323		\$175	\$118	\$48	1.6
<b>Detail</b>	<b>PTSO</b>	46	272	178	53	219	25	4	4	1	2	2	0	36	0	\$1,590				\$1,975		\$385	\$305	\$341	
<b>Detail</b>	<b>Operations &amp; UW</b>	24	120	22	27	93	3	1	1	3	3	0	13	39	0	\$4,214				\$1,689		\$198	\$718	\$510	1.2
<b>Detail</b>	<b>Quality</b>	3	103		17		103	1	0	0	0	0				\$87				\$75		\$66	\$8		
<b>Detail</b>	<b>R&amp;D</b>	14	164	48	31	133	2	2	0	6	1	2	1	4	0	\$45	\$12			\$348		\$168	\$123	0.3	
<b>Detail</b>	<b>Sales</b>	45	368	6	65	140	234	15	5	3	1	5	2	14	31.5	\$1,324	\$12			\$5,275	\$100	\$58	\$1,120	\$1,789	0.5
<b>Detail</b>	<b>Sourcing</b>	2	10		3	7	3		0	0	0	0	1												
<b>Detail</b>	<b>Systems</b>	13	510	186	56	454	5	1	1	0	0	5	4	0	\$1		\$1,151			\$150		\$305	1.0		
<b>Detail</b>	<b>UK NI</b>	2						0	0	0	0	0	2												
<b>Detail</b>	<b>Unknown</b>	1					1	0	0	0	0	0													

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FIG. 18

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Microsoft Access | Core Process Details DrillDown

File Edit View Insert Format Records Tools Window Help

DrillDown - Risk

802

804

Project Title	Type	Status	Deliver	New Web	Ela	D M A	I C	Annual Pre-Tax	Expense Reduction	Fin Free	Class. All
Detail DCTR/Oam Guideline Calculator	FP										
Detail Customer Risk Measures (DRAIC)	FP	04/26/02	22	8				\$180	2.0	\$123	
Detail Program Review Process	TG	●									
Detail Streamlined Guideline Decisions	FP	●	02/08/01	2							
Detail VOC Late Responses (DRAIC)	OH	●	10/26/01								
Detail Standardize International Approval Pitch (DRAIC)	OH	●	10/31/01								
Detail OamMarket V 5.0	OH	●	11/02/01								
Detail VOC Uncertainties (DRAIC)	OH	●	11/02/01								
Detail VOC Content Needs Not Met	OH	●	12/20/01								
Detail ePolicy 6.0 Cockpit	TG	●	12/31/01	12	10			\$90	1.0	\$80	Y
Detail Tel'l - Web Based Deal Approval Process	TG	●	10/31/01	8	9			\$45	\$202		Y
Detail DRA Risk Guidelines	FP	●	05/25/01	3	2						Y
Detail DCTR And DandScore Calculator	FP	●	05/25/01	2	2			\$78	1.0	\$78	Y
Risk - Approved	25	23		\$45	\$202	\$168	2.0	\$168			
Risk - Not Approved	24	8				\$180	2.0		\$123		
Risk - Total	49	31		\$45	\$202	\$546	4.0	\$168	\$123		

First Next Prior Last Print Back Exit

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Form View

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FIG. 19

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Microsoft Access [E Blitz Project Data]

File Edit View Insert Format Records Tools Window Help

Close

## E-Blitz Basic Data

Project Title									
Int'l - Web Based Deal Approval Process									
Project Description									
<p>A web-based system to allow the posting of deal documents for electronic review and approval. Automatic notification will be sent to appropriate parties who can review the document on their own, make comments, ask questions, request a meeting and electronically approve it.</p>									
Description Of Opportunity / Benefits									
<p>Currently out process is very manual. Country businesses send the approval pitch, request a review meeting, and answer pre- and post-meeting questions via the phone. This leads to follow-up meetings with senior management required for signature approval. As a result, the approval process is delayed depending on access to senior management. A web-based system for deal approvals would digitize this process, reduce cycle time, standardize the approval process, provide instant interaction, a central document repository and electronic approvals through a security system.</p>									
Core Process	Risk								
Priority	B								
Category	e-DMADV								
Type	Voltage								
Focus	Internal								
Project Status	Design								
On Track	On Schedule								
Delivery Date	October 2001 (Estimated)								
Primary Customer Benefit	Customer Impact								
Speed/Productivity	eBusiness	Sourcing							
Consumer Pull	Pricing	Other							
Products/Capital	Timeliness								
Information	Indicator	% Late							
	Starting Performance	1.7 Signs (44%)							
	Target Performance	3.2 Signs							
	Ending Performance								
Business Segment	Business Impact								
Retail	Top Level Indicator #1	N/W Premiums							
Wholesale	Top Level Indicator #2								
Correspondent	Top Level Indicator #3								
Servicing	Customer TLI								
<input type="button" value="Charter"/> <input type="button" value="Print"/> <input type="button" value="Add"/> <input type="button" value="Delete"/> <input type="button" value="Back"/> <input type="button" value="Exit"/>									
<input type="button" value="Basic"/>	<input type="button" value="Terms"/>	<input type="button" value="Process"/>	<input type="button" value="TouchPoints"/>	<input type="button" value="Finance"/>	<input type="button" value="Review"/>	<input type="button" value="Marketing"/>	<input type="button" value="Customer"/>	<input type="button" value="Main"/>	<input type="button" value="New Password"/>

852 854 856 858 860 862 864

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FIG. 20

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Microsoft Access (E Blitz Team Data)

File Edit View Insert Format Records Tools Window Help

Close

### E-Blitz Team Data

Project Title	Project Type	Project Status	On Track	Project Date
Int'l - Web Based Deal Approval Process	Toligate	Design	On Schedule	October 2001

Team Role	Name	Project Type	Percent
Core Process / Function Owner	Haley, Brian	Core Process Owner	5
Process Owner		Process Owner	
E-Business Leader	Dabkowski, Mark	E-Business Leader	5
Project Leader	Krueger, Vivian	Project Leader	50
Subject Matter Expert	Richardson, Brenda	Subject Matter Expert	20
Master Black Belt	Welenick, Tom	Master Black Belt	20
Black Belt		Black Belt	
Green Belt		Green Belt	
Systems Leader	Donnelly, Kyle	Systems Leader	20
Team Member	Teal, Susan	Team Member	10
Team Member	Sherwood, Jude	Team Member	10
Team Member			

Charter      Print      Unlock      Back      Exit

Basic      Team      Process      TouchPoints      Finance      Review      Marketing      Customer      List      New Password

Form View

FIG. 21

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Microsoft Access [E Blitz Process/Finance Data]

File Edit View Insert Format Records Tools Window Help

Close

### E-Blitz Process Data

Project Title	Project Type	Project Status	On Track	Project Date
Int'l - Web Based Deal Approval Process	Tollgate	Design	On Schedule	October 2001

Define				
Estim Start	Actual Start	Estim Finish	Actual Finish	Phase Complete
03/26/2001		04/06/2001	04/06/2001	<input checked="" type="checkbox"/>

Scope of Project Determined (Process Boundaries, Charter)  
Project Charter Approved, Target Customers Identified  
Preliminary Specification Statement Developed  
Project Plan Completed

Design				
Estim Start	Actual Start	Estim Finish	Actual Finish	Phase Complete
04/30/2001	07/23/2001	08/26/2001		<input checked="" type="checkbox"/>

Detailed Process Plan & Preliminary Commercialization Plan Complete  
Detailed Design Extended, 37% Estimate Provided, Finance Approved  
Detail Technical Specification Complete  
Tollgate  
Begin Code & Test  
Enabling Design Elements Identified & Developed, Revisit Initial Plan

Measure				
Estim Start	Actual Start	Estim Finish	Actual Finish	Phase Complete
04/09/2001	04/09/2001	04/12/2001	06/30/2001	<input checked="" type="checkbox"/>

CTD Matrix - Customer Needs Defined & Prioritized  
CTD Matrix - Outcomes Indications (Is) To Measure CTDs Identified  
CTD Matrix - Customer Specifications For CTDs Identified  
CTD Matrix - Overall Requirements Identified & Prioritized

Verify				
Estim Start	Actual Start	Estim Finish	Actual Finish	Phase Complete
10/01/2001		10/31/2001		<input checked="" type="checkbox"/>

Complete Code & Unit Test  
New PCB Established  
Application Implementation Plan Complete  
Start-Up, Final Commercialization & Training Plan Completed  
Application Implementation  
PCB PRO Data Validated Confirmed To Customer Requirements

Analyze				
Estim Start	Actual Start	Estim Finish	Actual Finish	Phase Complete
04/16/2001	06/25/2001	04/27/2001	07/27/2001	<input checked="" type="checkbox"/>

High-Level Process Design & Preliminary Commercialization Draft  
Potential Pitfalls Identified & Eliminated(Initialized CSWAM)  
Compliance Period Identified  
Functional Specifications Complete

Process Comment				
9/6- Server order placed Interviews ongoing for contractor -TM				

Charter Print Unlock Back Exit

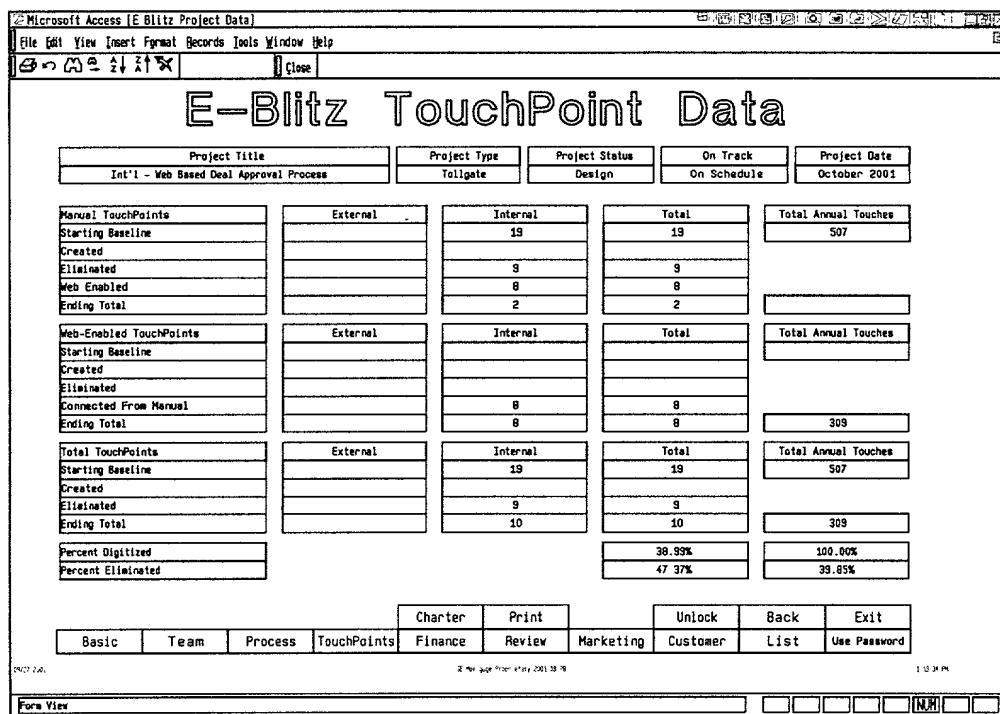
Basic Team Process TouchPoints Finance Review Marketing Customer List New Password

For View

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FIG. 22

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FIG. 23

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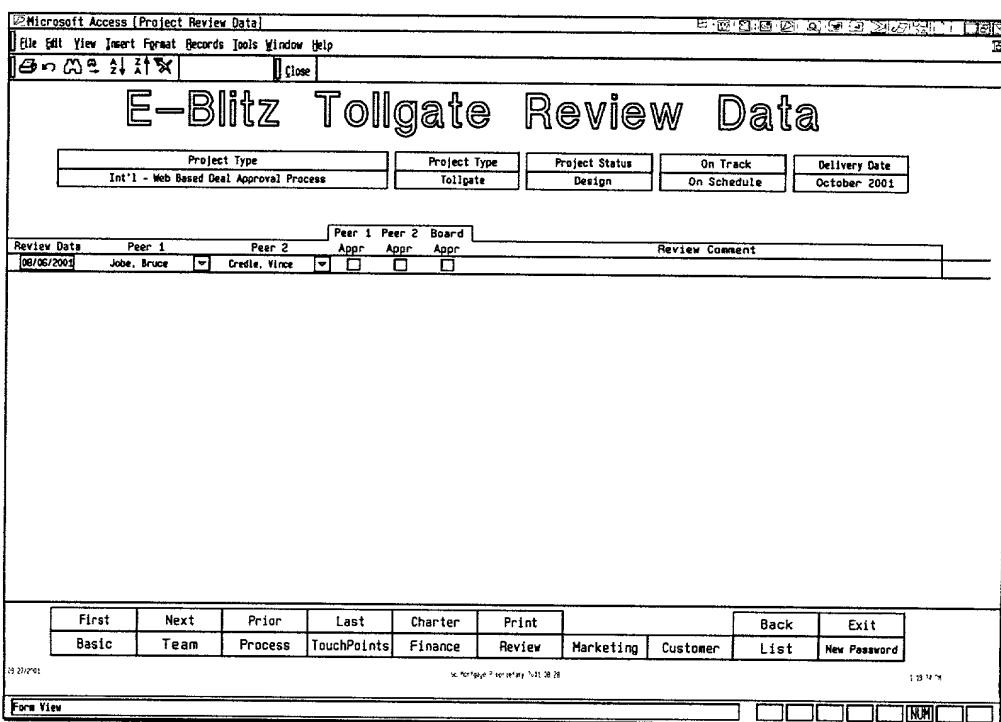
**E-Blitz Finance/FTE Summary**

Project Title		Project Type		Project Status		On Track		Delivery Date						
Int'l - Web Based Deal Approved Process		Tollgate		Design		On Schedule		October 2001						
Project Start	Project End	Impact Start	Impact End	Comment										
Mar 26, 2001	Oct 31, 2001	Jan 01, 2002	Dec 31, 2002	Revenue growth = \$201,500 + (24 project or platform deals per year * \$5,000 average revenue generated per week per deal * 2 week cycle time improvement = \$240,000 - (\$5K server maintenance + \$32,500 support + \$38,500)										
Approved		Manual												
Estimated Project Finance / FTE Impact (% in 000)														
Income	1-Time \$	Annual \$	2001	2001	2001	2001	Years To Payback	Starting	Value					
Revenue Growth		\$202		\$202				FTE Impact - GE						
Expense Reduction								FTE Impact - Contract						
Loss Reduction								FTE Impact - Relocation						
Implementation	\$45		\$45					FTE Impact - Total						
Net Inc (Before Tax)		\$202	(\$45)	\$202			0.2	Free Capacity - FTE						
Net Inc (After Tax)		\$131	(\$29)	\$202				Free Capacity - Comp/Ben						
Monthly Project Finance / FTE Spread (% in 000)														
Item	Value	Jan 02	Feb 02	Mar 02	Apr 02	May 02	Jun 02	Jul 02	Aug 02	Sep 02	Oct 02	Nov 02	Dec 02	Calc Total
Expense	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
FTE - GE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FTE - Contract	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FTE - Relocation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
[Buttons: Charter, Print, Unlock, Back, Exit, Basic, Team, Process, TouchPoints, Finance, Review, Marketing, Customer, List, New Password]														
Form View														

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FIG. 24

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FIG. 25

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**E-Blitz Marketing Data**

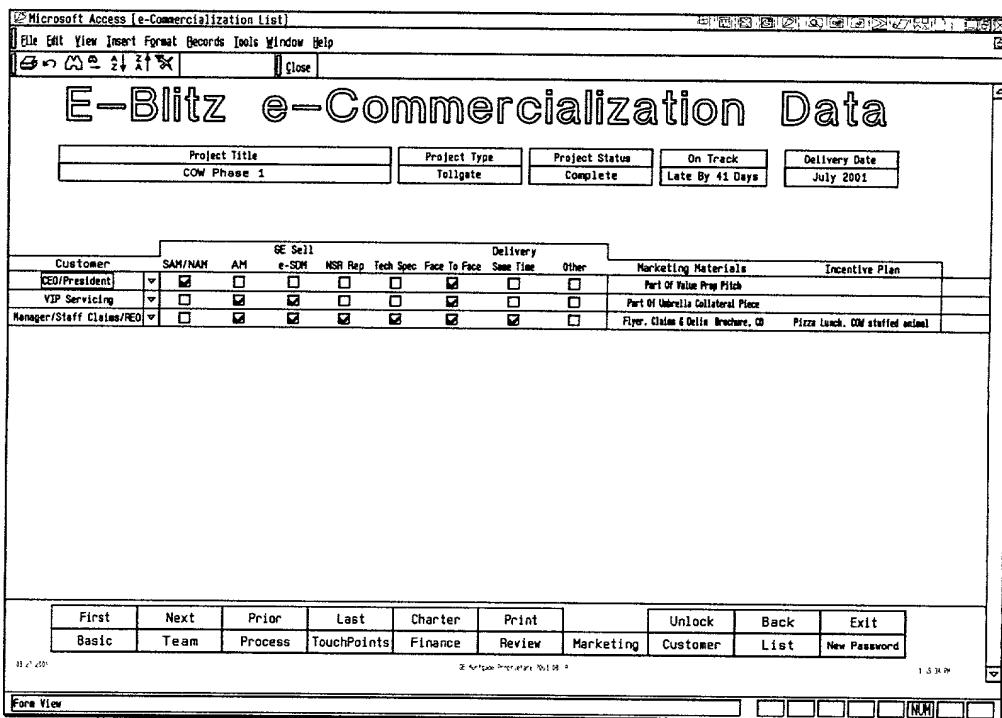
Project Title COW Phase 1	Project Type Tollgate	Project Status Complete	On Track	Delivery Date Late By 41 Days July 2001					
Market Offering Market Position Market Claim	<b>Claims On The Web</b> Provides claims depts. Online access to cut Claims process. Features are designed to streamline customer processes + increase productivity Increase Your Productivity with Our First Market Interactive Claims on the Web								
Features Reduced Documentation Less data input Customize reporting Immediate notification of claim adjustments and explanation of benefits Self-service capability	Benefits Reduce over all cycle times Increase your productivity Increase your productivity Eliminate rework Gives customer control of the process								
Primary Benefit Special Productivity <input checked="" type="checkbox"/> Consumer Pull Products/Capital Information	Segment Retail <input type="checkbox"/> Wholesale <input type="checkbox"/> Correspondent <input type="checkbox"/> Servicing <input checked="" type="checkbox"/>	Products/Capital Financial <input type="checkbox"/> MI Products <input checked="" type="checkbox"/>	Consumer Pull Home Buyer <input type="checkbox"/> Lead Generator <input type="checkbox"/> Broker Solutions <input type="checkbox"/> Affinity Marketing <input type="checkbox"/>	Speed/Productivity MI Solutions <input type="checkbox"/> Origination <input type="checkbox"/> Servicing Solutions <input checked="" type="checkbox"/>	Information Customer Support <input type="checkbox"/> Origination <input type="checkbox"/> Servicing Solutions <input checked="" type="checkbox"/>	Competition MGIC <input type="checkbox"/> USI <input type="checkbox"/> Radian <input type="checkbox"/> Truist <input type="checkbox"/> PMIC <input type="checkbox"/> PHO <input type="checkbox"/> Other <input type="checkbox"/>			
Product Owner Stewart, JoAnne	Product Delivery Rollout April 2001		Customer Cost Savings						
Notes First to market with online claims process									
Basic		Team	Process	TouchPoints	Charter Finance	Print Review	Unlock Marketing	Back Customer	Exit List New Password

Form View

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FIG. 26

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FIG. 27

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Microsoft Access [Project Financial Impact Summary]

File Edit View Insert Format Records Tools Window Help

Project Financial Impact Summary

Selection Criteria Status: Complete ▼ Impact: Estimate ▼ Finance All ▼ Type All ▼ Category All ▼ Class All ▼ Sort Exp Reduction ▼

Core Process	Project Title	Status	D	M	A	I	C	Type	Category	Class	P/E	Contract	Ratio	
> [Detail] Sales	e-Go To Market	●	■	■	■	■	■	\$1,267	\$1,267	\$0				
Detail Sales	e-Sales Call Prepping	●	■	■	■	■	■	\$584	\$584	4	0			
Detail MIS300	e-LMO Fasttrack (Instant Decision For Modified LMO)	●	■	■	■	■	■	\$550	\$547	(3)	1.0	7.0		
Detail Finance	Merger Services Accounting to BECN	●	■	■	■	■	■	\$500	\$500	16	0	(10.0)		
Detail MIS300	Workflow System (Phase 1 AI Solicitation	●	■	■	■	■	■	\$466	\$466	5	0			
Detail Sales	Product Simplification (P - Marketing)	●	■	■	■	■	■	\$438	\$438	3	0			
Detail Sales	e-VOC - Response Required	●	■	■	■	■	■	\$275	\$275	5	0			
Detail Investments	Outsource Investment Accounting (State Street)	●	■	■	■	■	■	\$311	\$304	(7)	1.0	2.0		
Detail Sales	e-Account Plans	●	■	■	■	■	■	\$265	\$262	6	0	8		
Detail Finance	Merger Services FPA to Raleigh	●	■	■	■	■	■	\$5	\$200	\$25	3.0			
Detail Operations & U/W	Electronic Hot Button Repository	●	■	■	■	■	■	\$50	\$235	\$235	0.2	4.0		
Detail Marketing	e-VOC Online - FYI Process	●	■	■	■	■	■	\$279	\$279	2	0			
Detail Finance	FPCA Automation	●	■	■	■	■	■	\$240	\$240	3	0			
Detail MIS300	GW Phase 1	●	■	■	■	■	■	\$393	\$240	(153)	1.4	4.0		
Detail Legal	Access To Form Contracts / Agreements	●	■	■	■	■	■	\$200	\$200	1	0			
Detail Operations & U/W	AU Central Phase 3 (LP)	●	■	■	■	■	■	\$195	\$158	(37)	1.2	1.5	3.0	
Detail Marketing	Product Simplification	●	■	■	■	■	■	\$150	\$150	1	0			
Detail Sales	e-Master Policy Registration (P - Operations)	●	■	■	■	■	■	\$24	\$145	\$122	0.2	1.5		
Detail Operations & U/W	Automate AU Central II With Ocean (LU)	●	■	■	■	■	■	\$155	\$124	(31)	1.3	1.5		
Detail Marketing	e-VOC Phase 1 (P - Sales)	●	■	■	■	■	■	\$123	\$123	1	0			
Detail Operations & U/W	Excel On The Net	●	■	■	■	■	■	\$106	\$106	6	0			
Detail Operations & U/W	Netw CDP Print Preview	●	■	■	■	■	■	\$101	\$101	1	0			
Detail Finance	Enhanced Pricing Model	●	■	■	■	■	■	\$100	\$100	1	0			
Detail Systems	Database Digitization	●	■	■	■	■	■	\$90	\$94	1	0			
Detail Sales	FPCA Automation	●	■	■	■	■	■	\$85	\$88	1	0			
Total								\$2,843	\$2,140	\$8,951	\$4,157	\$2.5	7.0	6.0
First	Next	Prior	Last	Charter	Print	Add	Back	Exit						

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Record [ 4 | 4 ] 1 | > | < | # | of 110

Form View

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FIG. 28

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Microsoft Access [eMake Project Summary]

File Edit View Insert Form Records Tools Window Help

Close

**GE Mortgage e-Business**      **e-Make Project Summary**

Selection Criteria      Status: Complete      Impact: Estimate      Finance: All      Type: All      Category: All      Class: All

	Type	Status	Delivery	Phase	Impact	Rev	Exp	Loss	Payout	GE	Contract	Mkt	2000	2001	2002	Implementation	Exp Reduction	Free
Project Title																		
Digitization Of CCP - High Severity Complaints	OH	G	07/13/91	Complete														
Digitization Of CCP - Low Severity Complaints	OH	G	07/13/91	Complete														
Compliance Policies And Guidelines On The Web	OH	G	08/05/90	Complete														
Split & Letter Training On The Web	OH	G	07/13/91	Complete	\$1													
Digitization Of Compliance Policies	OH	G	08/05/90	Complete														
Compliance Training On Web 3 (P - Sales)	TG	G	32/5/90	Complete	\$72											\$44		
Early Warning System	OH	G	07/23/91	Complete														
Total APPROVED For Compliance					\$73											\$44	\$1	
Privacy Training Via CRT	OH	G	08/07/91	Complete														
Issue Tracking System	OH	G	07/28/91	Complete														
Total NOT APPROVED For Compliance																		
<b>Totals For Compliance</b>					<b>\$73</b>											<b>\$44</b>	<b>\$1</b>	
E-Bizt Database - Financials	OH	G	08/15/90	Complete														0 2
Total APPROVED For E-Business																		0 2
Links From GE to RealTrans	OH	Y	8/1/90/90	Complete														
Private Label Websites For Customers	OH	R	9/4/92/90	Complete														
B2B Phase 2	OH	R	9/1/93/91	Complete														
GEIC On RealTrans	OH	Y	9/7/92/91	Complete														
Wholesale MDP Via AU Central	OH	R	9/7/94/91	Complete														
Total NOT APPROVED For E-Business																		0 2
<b>Totals For E-Business</b>																		0 2

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FIG. 29

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**GE Mortgage e-Business 2001 Expense/FTE Summary - MISSO**

Selection Criteria		Status Complete	Impact Estimate		Finance- All					Type- All					Category All					
Project	Status	Status	Deliver	Phase	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Y-T-D	Arrival	
MerPlan System (Phase 3 A) Solicitation	<input checked="" type="checkbox"/>	8/7/01/01	Complete	(\$401)	(\$301)	(\$440)	(\$198)										(\$1539)	(\$1539)	(\$468)	
Auto Renewal Of Cleaning Tech Services	<input checked="" type="checkbox"/>	8/7/01/01	Complete	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$158)	(\$168)	(\$524)	
Pipeline Reports - Deligated Customer - Freddie	<input checked="" type="checkbox"/>	8/8/01/08	Complete	(\$5)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$47)	(\$48)	(\$86)	
Billing Online ROM (Phase 1 Info And Edit)	<input checked="" type="checkbox"/>	8/7/01/01	Complete		(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$6)	(\$122)	(\$120)	(\$380)
Web Enrolle Pay History POM Phase 2 External	<input checked="" type="checkbox"/>	8/8/01/08	Complete																	
E-Deliquency Reporting ROM	<input checked="" type="checkbox"/>	8/2/01/08	Complete																	
E-LDO Fasttrack (District Decision For Modified LDM)	<input checked="" type="checkbox"/>	8/7/01/01	Complete	(\$401)	(\$42)	(\$46)	(\$45)	(\$48)	(\$45)	(\$22)							(\$294)	(\$294)	(\$847)	
COW Phase 5	<input checked="" type="checkbox"/>	8/7/01/01	Complete														(\$20)	(\$20)	(\$40)	
Total E-Project Expense Reduction					(\$58)	(\$58)	(\$98)	(\$98)	(\$85)	(\$98)	(\$87)	(\$84)	(\$14)	(\$98)	(\$87)	(\$20)	(\$898)	(\$849)	(\$1,428)	
All Other Reductions / Increases					14	1881	(487)	159	(1268)	(1539)	(1580)	511	1680	(1280)	138	16823	(\$1,419)	(\$589)		
Targeted Cost Reduction (Vs PY)					(\$58)	(\$167)	(\$1581)	(\$95)	(\$270)	(\$122)	(\$142)	(\$2)	(\$72)	(\$158)	18	14031	(\$4,649)	(\$1,004)		
E-Prospects % Of Total					57%	50%	58%	59%	22%	4%	2%	48%	1%	1%	1%	1%	7%	30%	5%	
Current Year Actual					1592	1402	1497	1805	1403	1537							13,056	10,056		
Current Year Plan					1578	1461	1481	1576	1481	1461	1576	1481	1401	1576	1481	1484	16,155	14,814		
Current Year Variance To Plan					114	1170	118	128	(178)	178	(1576)	1481	(1401)	(1576)	(1481)	(1484)	(\$1,000)	(\$1,539)		
Price Year Actual					1628	1648	1671	1671	1751	1603	1716	1484	1553	1724	1472	1693	17,774	12,586		
Variance To Prior Year					(137)	(1246)	(144)	(168)	(1348)	(148)	(1718)	(1484)	(1258)	(1794)	(1473)	(1089)	(\$4,742)	(\$2,642)		

Page: [4] [1] [2] [3] [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14] [15] [16] [17] [18] [19] [20] [21] [22] [23] [24] [25] [26] [27] [28] [29] [30] [31] [32] [33] [34] [35] [36] [37] [38] [39] [40] [41] [42] [43] [44] [45] [46] [47] [48] [49] [50] [51] [52] [53] [54] [55] [56] [57] [58] [59] [60] [61] [62] [63] [64] [65] [66] [67] [68] [69] [70] [71] [72] [73] [74] [75] [76] [77] [78] [79] [80] [81] [82] [83] [84] [85] [86] [87] [88] [89] [90] [91] [92] [93] [94] [95] [96] [97] [98] [99] [100]

Ready

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FIG. 30

- 1400

GE Mortgage e-Business													2001 Expense/FTE Summary - MISSO					
Selection Criteria		Status: Complete		Impact: Estimate		Finance: All			Type: All			Category: All			Class: All			
Core Process		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Y-T-D	Annual		
Compliance																		
E-Business																		
Finance		(\$17)	(\$16)	(\$42)	(\$41)	(\$47)	(\$66)	(\$68)	(\$68)	(\$67)	(\$66)	(\$100)	(\$80)	(\$73)	(\$42)	(\$1,298)		
HR		(\$3)	(\$8)	(\$7)	(\$7)	(\$7)	(\$7)	(\$10)	(\$10)	(\$10)	(\$12)	(\$12)	(\$12)	(\$12)	(\$12)	(\$152)		
Investments		(\$5)	(\$4)	(\$8)	(\$29)	(\$30)	(\$29)	(\$20)	(\$20)	(\$20)	(\$25)	(\$28)	(\$25)	(\$26)	(\$26)	(\$188)	(\$159)	
Legal		(\$4)	(\$6)	(\$15)	(\$15)	(\$23)	(\$22)	(\$23)	(\$23)	(\$23)	(\$23)	(\$23)	(\$23)	(\$23)	(\$23)	(\$138)	(\$172)	
Marketing		(\$6)	(\$8)	(\$72)	(\$70)	(\$72)	(\$70)	(\$57)	(\$54)	(\$49)	(\$39)	(\$32)	(\$34)	(\$35)	(\$35)	(\$648)	(\$685)	
MISSO		(\$8)	(\$8)	(\$93)	(\$90)	(\$63)	(\$89)	(\$77)	(\$74)	(\$74)	(\$90)	(\$27)	(\$28)	(\$28)	(\$28)	(\$546)	(\$1,428)	
Operations & UW		(\$28)	(\$49)	(\$53)	(\$87)	(\$75)	(\$73)	(\$78)	(\$75)	(\$75)	(\$80)	(\$55)	(\$42)	(\$78)	(\$549)	(\$1,908)		
Risk																		
Sales		(\$157)	(\$176)	(\$207)	(\$228)	(\$258)	(\$260)	(\$284)	(\$284)	(\$275)	(\$284)	(\$275)	(\$275)	(\$226)	(\$2,814)	(\$2,122)	(\$2,341)	
Sourcing																		
Systems																	(\$151)	
UK/HK																		
Total E-Project Expense Reduction		(\$36)	(\$36)	(\$485)	(\$549)	(\$574)	(\$585)	(\$584)	(\$584)	(\$503)	(\$573)	(\$548)	(\$486)	(\$466)	(\$466)	(\$4,592)	(\$8,051)	
All Other Reductions / Increases		\$1,809	\$1,496	\$54	\$1,655	(\$275)	\$465	(\$438)	(\$72)	\$195	(\$1,150)	(\$276)	(\$3,816)	(\$310)	(\$310)		\$1,133	
Targeted Cost Reduction (V/s PY)		\$1,448	\$1,893	\$31	\$1,594	(\$648)	\$260	(\$1,017)	(\$769)	(\$314)	(\$1,933)	(\$823)	(\$4,312)	(\$4,518)	(\$4,518)			
E-Projects % Of Total		(250)	(388)	11%	100%	68%	128%	57%	71%	15%	34%	5%	12%	5%	5%		(6380)	
Current Year Actual		\$9,624	\$10,139	\$10,622	\$11,522	\$10,344	\$10,785										\$65,576	
Current Year Plan		\$10,371	\$9,713	\$9,647	\$11,226	\$9,581	\$9,615	\$10,432	\$3,519	\$8,838	\$10,347	\$8,664	\$4,587	(\$116,630)	\$38,942			
Current Year Variance To Plan		(\$1,347)	\$426	\$375	\$2,294	\$1,343	\$1,170	(\$10,432)	(\$9,919)	(\$8,930)	(\$10,347)	(\$8,664)	(\$4,587)	(\$54,984)	(\$23,364)			
Prior Year Actual		\$9,523	\$3,629	\$10,476	\$10,120	\$10,423	\$11,335	\$11,449	\$9,585	\$9,152	\$12,278	\$9,487	\$12,399	\$12,398	\$12,398		\$23,334	
Variance To Prior Year		\$101	\$1,519	\$544	\$3,402	\$455	\$1,450	(\$11,449)	(\$9,688)	(\$9,152)	(\$12,278)	(\$9,487)	(\$12,399)	(\$57,402)	(\$22,316)			

FIG. 31

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**Microsoft Access [Project Summary-Market Analysis]**

File Edit View Insert Format Records Tools Window Help

Close

**GE Mortgage e-Business**      **Marketing Project Summary**

Selection Criteria      Status: Complete      Impact: Estimate      Finance: All      Type: All      Category: All      Class: All

Project Title	Project Leader	Marketing Specialist	Marketing Communication	Customer Benefit Segment	Type	Priority	Status	Deliver NewWeb	Elias D M A D V	Touchpoints D M A I C
Lights From GE To RealTrans	Mitchell, Michele		Speed	R OH	D	Y	06/30/00		■ ■ ■ ■	
Private Label Websites For Customers	Mitchell, Michele		Pull	R OH	D	R	09/01/00		■ ■ ■ ■	
ESB Phase 2	Mitchell, Michele		Speed	W OH	D	R	01/15/01		■ ■ ■ ■	
GEICO On RealTrans	Mitchell, Michele		Speed	R OH	D	Y	07/01/01		■ ■ ■ ■	
Wholesale MRP Via AM Central	Mitchell, Michele		Pull	W-C OH	D	R	07/05/01		■ ■ ■ ■	
Total For E-Business										
Captive Reinsurance Wizard	Carl, Tim	Admss. Date	Ingalls, Nancy	Speed	R-W-C-S	OH	D	Y	12/18/00	1 2 ■ ■ ■ ■
Contract U/F Billing Phase 2 (OF - Operations)	Werth, Elizabeth	Admss. Date	Ingalls, Nancy	Speed	R-W-C-S	TQ	D	B	12/18/00	
New Reinsurance System	Reese, Sandy	Admss. Date		Speed	R-W-C-S	TQ	A	B	09/01/01	4 ■ ■ ■ ■
Total For Finance										5 2
Product Stabilization (OF - Marketing)	Unknown					OH	D	G	01/31/01	■ ■ ■ ■
Total For Legal										
Single Premium Premium Analyzer	Holloman, Greg			Products	R-W-C-S	OH	D	G	05/31/00	2 2 ■ ■ ■ ■
Single Premium Refund Calculator	Johs, Bruce			Products	R-W-C-S	OH	D	G	05/31/00	1 1 4 ■ ■ ■ ■
e Words Program	Thomas, Ann		Boenke, Julie	7 7	R-W-C	OH	D	G	06/24/00	4 1 ■ ■ ■ ■
LPMX On The Web	Sarge, Steve		Arburt, Kurt	Products	R-W-C	OH	D	G	07/21/00	1 1 ■ ■ ■ ■
User ID Card Promotion	Thomas, Ann		Ingalls, Nancy	7 7	R-W-C-S	OH	D	G	09/20/00	2 ■ ■ ■ ■
Roadmap 3 - FYI VOC & NPI	Johnson, Barry			R-W-C	OH	D	R	OH	09/17/00	
EDC Web Site Phase 1	Kalehoff, Carol	Mitchell, Jessie		Pull	R-W-C	TQ	D	R	01/17/01	5 5 ■ ■ ■ ■
Development Of Indis (DECIS) Products OFSS	Alexander, John			Speed	R-W-C-S	OH	D	G	06/30/01	
OFSS - Captive Reinsurance Reporting	Solanda, Peter			7 7	OH	D	G	OH	09/07/01	
Digitize Merchandise Approval Process	Wilcox, Wora			OH	D	R	OH	OH	09/10/01	8 4 ■ ■ ■ ■
Total For Marketing										7 21 11

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Ready

FIG. 32

1500

**Microsoft Access [E Blitz TouchPoint Spread]**

**TouchPoints - All Core Processes**

**Selection Criteria** Select All **Impact: Estimate** Finance All **Type: All** Category All **Class: All**

	Prv	Total	2000	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Calendar Year 2001																2001
Starting Manual TouchPoints	6,503	6,503	6,439	6,110	5,939	5,920	5,839	5,785	5,789	5,715	5,673	5,614	5,601	5,596	5,596	6,110
Created			4		3		3									6
Eliminated	8	115	51	8	72	22	1	32	10	15	7	5				223
Web Enhanced	6	268	120	14	9	25	5	42	32	44	6					297
Ending Manual TouchPoints	6,409	6,110	5,939	5,920	5,629	5,795	5,789	5,715	5,673	5,614	5,601	5,596	5,596	5,596	5,596	5,596
Starting Web-Enabled TouchPoints	473	473	478	755	904	918	932	957	962	1,004	1,036	1,080	1,086	1,086	1,086	755
Created			4	29		5										34
Eliminated	6	268	120	14	9	25	5	42	32	44	6					297
Converted From Manual																
Ending Web-Enhanced TouchPoints	473	755	904	918	932	957	962	1,004	1,036	1,080	1,086	1,086	1,086	1,086	1,086	1,086
Starting Total TouchPoints	6,976	6,976	6,968	6,885	6,843	6,838	6,771	6,752	6,751	6,719	6,708	6,694	6,687	6,682	6,682	6,865
Created			12	29	3	5	3									48
Eliminated	6	115	51	8	72	22	1	32	10	15	7	5				223
Ending Total TouchPoints	6,969	6,865	6,843	6,838	6,771	6,732	6,751	6,719	6,708	6,694	6,687	6,682	6,682	6,682	6,682	6,682
% TouchPoints Digitized	7%	11%	13%	13%	14%	14%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%
% TouchPoints Eliminated	8%	7%	2%	2%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%

**Print** **Back** **Exit**

Form View

FIG. 33

1550

**GE Mortgage e-Business Project Delivery Schedule**

Selection Criteria		Status: Complete	Impact	Estimate	Finance All	Type: All	Category: All	Class: All	D M A I C	D M A D V	Phase
Delivery	Priority	Core Process	Project Leader	Systems Leader	Project Title		Focus				
December 1999	D	Operations & U/W	Carmahan, Kim	Donnelly, Kyle	Excel On The Net		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Operations & U/W	Hebe, Susan	Morris, Gail	Easy Submit On The Net		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
May 2000	D	Marketing	Hallman, Greg	Mobley, Bob	Single Financed Premium Analyzer		Both	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Jobe, Bruce	Mobley, Bob	Single Premium Refund Calculator		Both	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Johnson, Barry	Summerville, John	Market Research Electronic Surveys		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Nizelle, Jason	Mobley, Bob	Product Information On The SFE Web Site		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
June 2000	C	Compliance	Folk, Jane	Unknown	Compliance Policies And Guidelines On The Web		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Compliance	Folk, Jane	Unknown	Digitization Of Compliance Bulletins		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	E-Business	Mitchell, Michele	Mobley, Bob	Links From GE To RealTrans		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Investments	Neil, Kath	Matthews, Mark	Investment Policy On The Internet		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Thomas, Ann	Mobley, Bob	e Words Promotion		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
July 2000	A	MISMO	Sellers, Sheila	Summerville, John	Workflow System (Phase 1) AU Solicitation		Unknown	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	HR	Goldenberg, Lynn	Allen, Christine	Oracle HR Online		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Bettner, Marilou	Mobley, Debbie	Online Report Access 1		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Jones, Calvin	Summerville, John	e-VOC Online - FYI Process		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Sorge, Steve	Summerville, John	LPMI On The Web		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
August 2000	D	Investments	Neil, Kath	Mobley, Debbie	Investment Accounting Software Functionality		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Legal	Cardell, Sherie	Unknown	Intellectual Property / Legal Info Online		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Jobe, Bruce	Milligan, Cheryl	Marketing Internet		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Thomas, Ann	Mobley, Bob	User ID Card Promotion		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
September 2000	D	E-Business	Nizelle, Karla	Strawbridge, Gary	E Blitz Database - Financials		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	E-Business	Mitchell, Michele	Mobley, Bob	Private Label Websites For Customers		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Black, Christine	Unknown	Product Management		Internal	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Marketing	Johnson, Barry	Siems, Kristin	Roadmap 3 - FYI VOC & NPI		Both	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	MISMO	Williamson, Danny	Summerville, John	Auto Download Of Closing Info To Servicers		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Operations & U/W	Carmahan, Kim	Morris, Gail	On-Site Transmittal Via File Extract On The Web		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Operations & U/W	Thompson, Bill	Morris, Gail	Automate AU Central II With Dexmax (DU)		External	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete
	D	Systems	Unknown	Unknown	Security Digitization		Unknown	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	Complete

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FIG. 34

1600

Selection Criteria	Status: Complete	Impact: Estimate	Finance: All	Type: All	Category: All	Class: All	
Core Process	Project Title	Exp/Loss	Implement	Years To TouchPoints	Review Board	Pear	
		Takeout	Costs	Payback Web	Date	Appr	Reviewer
E-Business Leads Project Leader	Compliance Training On Web 3 (CF - Sales)	\$72	7	3	07/27/00	● ●	Jobe
Folk, Jane	Womble, Debbie						Project approved, but team will review requirements for prioritizing in the calendar.
Finance	Contact UW Billing Phase 2 (CF - Operations)	\$40					Dabkowski
Upton, Jerome	Wentz, Elizabeth						
	Mortgage Services Accounting To DECIS	\$500		5			
	Upton, Jerome						
	NewReliance System						
	Reese, Sandy						
HR	Electronic EMS						
Wilson, Worth	Wilson, Worth	\$5	6	2			
	Onboard Process For New Hires	\$8	7	2			
	Dabkowski, Laura						
	Resume Management	\$63		8			
Legal	Rate Filing Status (CF - Marketing)	\$2	1	5	06/22/00	Lely	Need Step #3 and functional specifications plus peer approvals to proceed.
O'Connor, Art	Parker, Barbara					Paullo	
	Rate Filing Status (CF - Marketing)	\$2	1	5	07/13/00	● ●	Mullins
	Parker, Barbara						Updated cost/benefit went to all reviewers
	Jobe, Bruce						
Marketing	B2C Web Site Phase 1						
	Klamanoff, Carol	\$305	5	11/21/00		Unknown	Resources applied to project before e-business initiative. Tollgate does not apply
	e-VOC Online - PII Process	\$279	4	1	11/21/00	Unknown	
	Jones, Kelvin					Unknown	Resources applied to project before e-business initiative. Tollgate does not apply
	Online Rate Filing Status (CF - Legal)	\$79	\$12	0 2	4	5	06/22/00
	Parker, Barbara						Lely
	Online Rate Filing Status (CF - Legal)	\$79	\$12	0 2	4	5	07/13/00
	Parker, Barbara					● ●	Paullo
	Product Management						See comments - Legal
	Block, Christine						

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FIG. 35

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Microsoft Access [Team Member Maintenance]

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### Team Member Maintenance

First Name	Last Name	Full Name	Work Phone	Core Process	Active
Mark	Acri	Acri, Mark	919-846-4538	Systems	Y
Dale	Adams	Adams, Dale	919-846-4528	E-Business	Y
Beth	Adcock	Adcock, Beth	919-846-4640	MIS/IT	Y
John	Alexander	Alexander, John	919-846-2442	Marketing	Y
Christine	Allen	Allen, Christine	919-846-2466	Systems	Y
Pope	Allison	Allison, Pope	919-939-9999	Systems	Y
Julie	Anderson	Anderson, Julie	919-939-9999	Operations & U/W	Y
Chris	Antonello	Antonello, Chris	919-846-4365	Marketing	Y
Sia	Antonopolo	Antonopolo, Sia	919-939-9999	MIS/IT	Y
Sanjay	Arangala	Arangala, Sanjay	919-846-4598	Risk	Y
Kurt	Arshart	Arshart, Kurt	919-846-3124	Marketing	Y
Nancy	Arshart	Arshart, Nancy	919-846-2435	Systems	Y
Steve	Arentz	Arentz, Steve	919-846-4645	Systems	Y
Jim	Arnold	Arnold, Jim	919-846-4234	Systems	Y
Marie	Arred	Arred, Marie	919-846-4250	MIS/IT	Y
Cheri	Aschenbrenner	Aschenbrenner, Cheri	919-939-9999	Operations & U/W	Y
Dawn	Aschenbrenner	Aschenbrenner, Dawn	919-846-4404	MIS/IT	Y
Phil	Ayccue	Ayccue, Paul	919-846-4301	Finance	Y
Tammy	Ayccue	Ayccue, Tammy	919-939-9999	MIS/IT	Y
Sheri	Baird	Baird, Sheri	919-846-4114	Systems	Y
John	Balge	Balge, John	919-939-9999	E-Business	Y
Karen	Barnes	Barnes, Karen	919-939-9999	MIS/IT	Y
Julie	Beauvais	Beauvais, Julie	919-846-2406	Marketing	Y
Kathi	Bell	Bell, Kathi	919-846-3167	Finance	Y
Dane	Bennett	Bennett, Dane	919-846-4685	Systems	Y
Tom	Berry	Berry, Tom	919-846-4231	Systems	Y
Bob	Bertman	Bertman, Bob	919-816-1478	Systems	Y

First Next Prior Last Add Delete Back Exit

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For View

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FIG. 36

1700

Microsoft Access [E Blitz Core Process Finance History]

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### E-Blitz Finance History Data

Core Process: M3300 ▾  
Year: 2001 ▾

Expenses	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Actual	\$777	\$402	\$497	\$605	\$403	\$57							\$3,056
Budget	\$576	\$401	\$481	\$576	\$481	\$576	\$481	\$481	\$576	\$481	\$484		\$4,155

GE FTE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Actual	70.5	70.5	70.0	70.0	67.0	66.0							69.0
Budget	71.0	71.0	71.0	71.0	71.0	71.0	71.0	68.0	67.0	64.0	62.0	61.0	68.3

Contract FTE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Actual													
Budget													

Relocation FTE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Actual	48.0	45.0	45.0	42.0	39.0	39.0							49.0
Budget	48.0	48.0	48.0	47.0	47.0	47.0	46.0	46.0	45.0	45.0	45.0	45.0	46.5

Add Delete Back Exit

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FIG. 37

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Microsoft Access (Core Process List)

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### Core Process List

Core Process	Core Process Owner	E-Business Leader	Total Touchpoints		External Touchpoints		Internal Touchpoints		Total Touches		Annual Web Touches	
			External	External	Web	Web	Annual	Manual	Web	Touches	<NULL>	<NULL>
Capital Markets	Zoller, Jim	Zoller, Jim	7	66	7	170,438	63,962	Y				
Compliance	Johnson, Debbie	Folk, Jane	5	5	1	63,410	<NULL>	<NULL>				
Corporate Services	Jacobs, Jerry	Eckart, Kevin	5	5	1	63,410	<NULL>	<NULL>				
E-Business	Hastuti, Rich	Pouille, Rick	5	5	1	63,410	<NULL>	<NULL>				
Executive	Mann, Tom	Mann, Tom	5	5	1	63,410	<NULL>	<NULL>				
Finance	Welland, Ted	Jones, Kelvin	56	511	13	144	1,490,575	<NULL>	<NULL>			
Growth	Stackton, Dmitri	Stackton, Dmitri	5	5	5	5	5	5	5	5	<NULL>	<NULL>
HR	Rabitz, Joanne	Myers, Rita	866	3543	5	22	1,386,800	<NULL>	<NULL>			
Investments	Welland, Ted	Jones, Kevin	5	5	5	5	5	5	5	5	<NULL>	<NULL>
Legal	Miller, Gary	O'Connor, Art	44	54	8	106,350	<NULL>	<NULL>				
Marketing	Fain, Lewis	Caceres, Jorge	42	210	6	558,500	<NULL>	<NULL>				
MIS/IT	Jacobs, Jerry	Williamson, Danny	154	118	5	6,223,716	935,795	5,227,324				
Operations & U/W	Ramsey, Warren	Forlier, Angie	56	64	7	18	3,713,462	2,050,785	1,652,658			
Quality	Dobbin, Rick	Dobbin, Rick	1	102	91	5,212	<NULL>	<NULL>				
Risk	Murisco, Sam	Dabkowski, Mark	28	135	2	6,215	6,186	30				
Sales	Reeves, Hank	Cordle, Vince	47	321	4	27	2,625,580	<NULL>	<NULL>			
Sourcing	Ganguli, Frank	Ganguli, Frank	5	5	5	5	5	5	5	5	<NULL>	<NULL>
Systems	Lilly, Deb	Gallagher, Judy	510	510	112	Y	<NULL>	<NULL>				
UK HI	Wett, Eddie	Cornhill, Jed	5	5	5	Y	<NULL>	<NULL>				

First Next Prior Last Add Delete Back Exit

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FIG. 38

1800

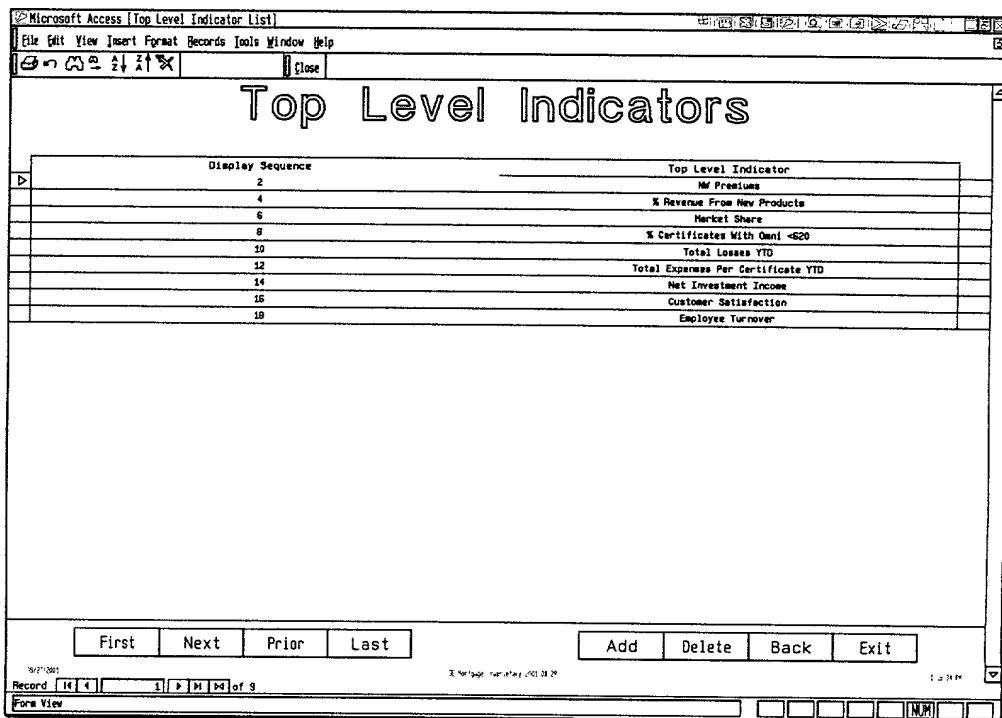


FIG. 39

- 1850

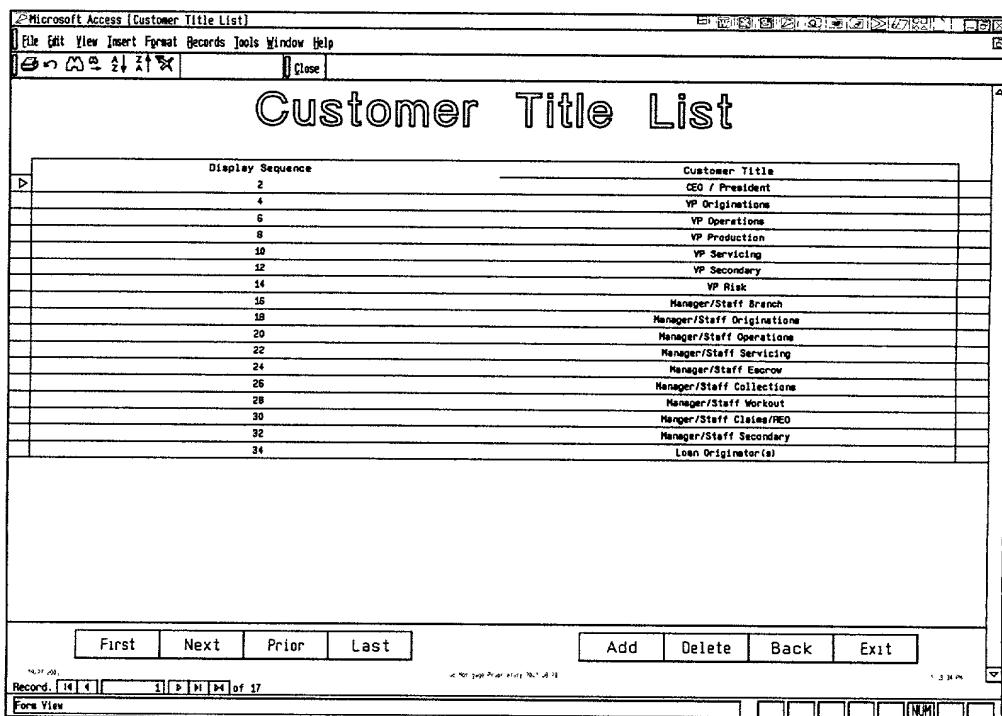


FIG. 40

1900

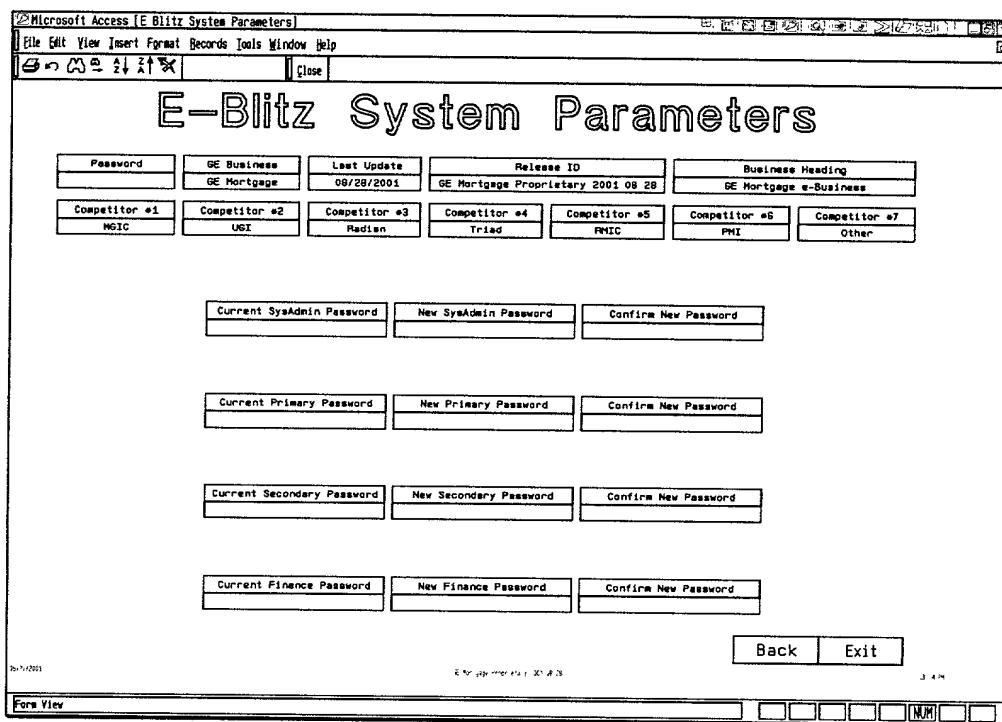


FIG. 41

1950

Microsoft Access [Process Step List]

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Close

### Process Step List

Process Category	Process Phase	Process Step Text	Process Text Shading	Finance Lock Trigger
DMAIC	Define	Link To Primary Customer CTB Established Preliminary Problem Statement Developed & Reviewed With Sponsor Indicator Correctly Represents Problem Area Validated Process Map Defining Project Scope Complete Project Charter/Schedule For Completing DMAIC Story Complete N/A	<input type="checkbox"/>	<input type="checkbox"/>
	Measure	Data Collection Plan Developed & Executed RRA/Gauge M&R Problems Investigated & Resolved Situation Stratified To Competent Level Specific Enough To Analyze Data Displayed With Appropriate Charts & Graphs Final Problem Statement & Target(s) Defined Clearly Using Data N/A	<input type="checkbox"/>	<input type="checkbox"/>
	Analyze	Cause-And-Effect Analysis Performed On The Problem Root Causes Identified & Verified With Data Most Causes With Probable Greatest Impact Selected Opportunity Area Identified N/A	<input type="checkbox"/>	<input type="checkbox"/>
	Improve	Alternative Solutions Evaluated & Prioritized Cost/Benefit Analysis Developed Action Plan With Plan C/I Appropriate Developed Verification Procedure That Most Causes Were Eliminated Or Reduced N/A	<input type="checkbox"/>	<input type="checkbox"/>
	Control	Tracking Indicator Same As One Used In Step w1 (Define) RRA/Gauge M&R Problems Investigated & Resolved Method To Assess Solutions Became Part Of Daily Work Developed Specific Areas For Replication Considered, PCB Developed/Revised Plan In Place To Address Remaining Problem Components N/A	<input type="checkbox"/>	<input type="checkbox"/>
		First    Next    Prior    Last    Unlock	Back    Exit	
10-Nov-01 10:49 AM Page 1 of 1 Record 1 of 2 Form View				